

METHODS AND SYSTEMS FOR PROGRAMMABLY GENERATING
ELECTRONIC AGGREGATE CREATIVES FOR DISPLAY ON AN ELECTRONIC
NETWORK

5

Abstract of the Invention

Methods and systems are provided for automatically creating large numbers of aggregate creative forms, in accordance with corresponding definitions, each aggregate creative form containing one or more groupings of zero or more subcreatives. The aggregate creative definition may comprise a template, software program or data file. Rotation is provided at two levels: the subcreatives may change within the aggregate creative forms and the aggregate creative as a whole may share a page location with other advertisements. Constraints may be applied to control which subcreatives appear concurrently. Aggregate creative definitions are reusable, subcreatives may be targeted narrowly or generally, and formatting considerations are applied. Methods and systems are provided for serving aggregate creatives over the Internet which take advantage of the benefits and features of the Internet to deliver those creatives in accordance with the capabilities of a standard advertising system.

20